

Message Text

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EUR/EE - DMILLER

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R 040110Z OCT 75

FM SECSTATE WASHDC

TO AMEMBASSY SOFIA

UNCLAS STATE 237158

E.O. 11652: N/A

TAGS: BEXP, BU

SUBJECT: 1976 PLOVDIV FAIR THEMES

REF: A) SOFIA 2157, B) USDOC 13068

1. TRADE PROMOTION DIVISION ASSUMES BY CONSTRUCTION EQUIPMENT EM0ASSY MEANS GAMUT FROM RESIDENTIAL CONSTRUCTION MATERIALS TO HEAVY EQUIPMENT. COMMERCE HAS HISTORICALLY HAD DIFFICULTY IN RECRUITING EXHIBITIONS OF RESIDENTIAL CONSTRUCTION MATERIALS AND EQUIPMENT FOR SEVERAL REASONS, BUT PRIMARILY BECAUSE THIS U.S. INDUSTRY SEGMENT COMPOSED OF COMPANIES TOO SMALL TO EXPORT. HEAVY CONSTRUCTION EQUIPMENT, OF COURSE, IS DIFFERENT STORY BUT INDUSTRY UNIVERSE IS SMALL.

2. IF EMBASSY FINDS BULGARIAN INTEREST IN CONSTRUCTION THEME IS PRIMARILY IN RESIDENTIAL CONSTRUCTION, TPD MIGHT BE ABLE TO COMBINE THIS THEME WITH ANOTHER ONE. HOWEVER, COMBINATION THEMES COMPLICATE MARKETING PROBLEM.

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3. NECESSARY CONDITIONS TO STAGING SUCCESSFUL EXHIBITION IN ANY THEME ARE COMMERCIAL POTENTIAL AND U.S. INDUSTRY SUPPORT. BEFORE TPD MAKES FINAL DECISION ON ANY THEME,

WE WILL MAKE POLL OF RELEVANT INDUSTRY TO DETERMINE ITS ABILITY AND WILLINGNESS TO SUPPORT PROPOSED EXHIBITION. POLL MUST BE BASED ON GOOD THEME PROPOSALS, AND TPD APPRECIATES EMBASSY'S WORK ON THEME SELECTION.

4. BEWT OFFICER ATTENDING U.S. RESIDENTIAL CONSTRUCTION EXHIBITION IN OCTOBER AND WILL FORWARD COMPANY LITERATURE FROM IT. WILL ALSO FORWARD LITERATURE ON HEAVY CONSTRUCTION EQUIPMENT. KISSINGER

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